

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt any four of the following:-

- a) Write a note on store security
- b) What are the various sources of recruitment of retail employees?
- c) What is inventory management?
- d) Explain SMART philosophy of objectives.
- e) Write a note on coding system.

(4x4)

UNIT - I

- II. Explain the ways in which retail store operations can be monitored against targets. (16)
- III. Define the term communication. Discuss different ways of communication effectively with members of store team. (16)

UNIT - II

- IV. What are the different types of store layout and designs in retailing? And also explain the factors influencing retail store layouts. (16)
- V. a) What are the objectives of good store design?
b) List responsibilities of store manager. (16)

UNIT - III

- VI. What is meant by creativity? What is the importance of creativity in retailing? (16)
- VII. What is meant by recruitment? How is it different from selection? (16)

UNIT - IV

- VIII. Explain the role of logistics and information system in store management? (16)
- IX. Write short notes on:-
 - a) Quick Response System
 - b) Methods of evaluation of store employees(16)

x-x-x